

## Nestlé Prize in Creating Shared Value

### Frequently Asked Questions

#### What is the Nestlé Prize in Creating Shared Value?

The Nestlé Prize in Creating Shared Value ('Nestlé CSV Prize') is awarded every other year to support an innovative project, an inclusive business or a social enterprise in the area of nutrition, water, or rural development.

The Prize objective is to help innovative, commercially viable, and high impact initiatives achieve social scale and financial sustainability. The Prize winner receives an investment of up to CHF 500 000 (approx. USD 530 000) to scale up or replicate his initiative.

The Prize is open to individuals, not-for-profit organisations, governmental and inter-governmental organisations, private enterprises and academic institutions.

The winner is selected by the Creating Shared Value Advisory Board and is presented with the award at the Creating Shared Value Forum.

The Prize was awarded for the first time in May 2010, and then in November 2012.

#### What is meant by *Creating Shared Value*?

For a company to be successful in the long term and create value for its shareholders, it must also create value for society. We call this **Creating Shared Value (CSV)**. For maximum impact, Nestlé has focused its Creating Shared Value efforts and investments on three areas – nutrition, water and rural development – as these are core to our business activities and vital for our value chain.

Creating Shared Value encourages businesses to create economic and social value simultaneously by focusing on the social issues that they are uniquely capable of addressing.

To learn more about Nestlé and Creating Shared Value, please visit: <http://www.nestle.com/csv>

#### Why did Nestlé launch a Prize in Creating Shared Value?

We believe in the potential of the *creating shared value* concept in generating economic value in a way that also generates value for society by addressing its needs and challenges.

There are already many examples of organisations, both from the private and not-for-profit sectors, developing or implementing *creating shared value* initiatives. Through the Nestlé CSV Prize, we seek to reward the best examples of *creating shared value* initiatives worldwide and encourage others to adopt this approach.

#### What are the criteria to participate in the Nestlé Prize in Creating Shared Value?

- The following **types of organisation** can nominate an initiative for the Nestlé CSV Prize: Individuals, private businesses, not-for-profit organisations, governmental and inter-governmental organisations, as well as academic institutions.
- The **area of focus** of the initiative must be in either of the following fields: nutrition, water or rural development.

- Applicants may be based in any **country** of the world. However, the initiative must be implemented in low or middle income countries (i.e. all countries and territories, except European Union members, Andorra, Australia, Bahrain, Brunei Darussalam, Canada, Greenland, Hong Kong, Iceland, Israel, Japan, Kuwait, Liechtenstein, New Zealand, Norway, Oman, Qatar, San Marino, Saudi Arabia, Singapore, South Korea, Switzerland, Taiwan, United Arab Emirates and the United States).
- All applications must be submitted in **English**.

### **Can an individual or organisation self-nominate?**

Yes. Applicants to the Nestlé CSV Prize can either self-nominate or be nominated by others who are familiar with their work. In either case, the nomination process is the same. Nominations must be submitted through the official *Nomination Form* available online at [www.nestle.com/CSV/CSVPrize](http://www.nestle.com/CSV/CSVPrize) or upon request at [CSVPrize@nestle.com](mailto:CSVPrize@nestle.com).

### **What about Nestlé employees? Are they eligible to nominate an organisation or project for the Nestlé CSV Prize?**

Employees of Nestlé, their parent companies, affiliates and subsidiaries, joint ventures, participating advertising and promotion agencies (and members of their immediate family) cannot directly nominate a project.

They are, however, encouraged to refer potential entrants in the competition to the Nestlé CSV Prize Secretariat ([CSVPrize@nestle.com](mailto:CSVPrize@nestle.com)) who will contact the organisation or project. They can also encourage an individual or organisation to self-nominate.

### **How does the Nestlé CSV Prize distinguish itself from other prizes and awards?**

Worldwide, there are numerous awards, prizes and recognition for worthwhile causes and projects. Most recognize past achievements but do little to assist these initiatives to grow and become more available to others.

The Nestlé CSV Prize distinguishes itself from these prizes and awards by the fact that it does not only recognise innovative, commercially viable and high impact initiatives in the areas of nutrition, water and rural development; but also makes a financial investment in them so that they can be scaled up to achieve social scale and financial sustainability.

### **How is the Nestlé CSV Prize Laureate selected?**

The [Nestlé Creating Shared Value Advisory Board](#) – an international independent body comprised of recognised experts in corporate strategy, nutrition, water and rural development – determines the Nestlé CSV Prize Laureate after receiving a short-list of finalists from the Screening Committee.

The **Screening Committee** is divided into three subcommittees which review nutrition, water, and rural development initiatives respectively. Each subcommittee is comprised of Nestlé staff experts and fair-minded and knowledgeable external individuals in the three areas of focus of the Prize. Each subcommittee selects up to three finalists and makes recommendations to the Nestlé Creating Shared Value Advisory Board.

### **What is the value of the Nestlé CSV Prize?**

The winning entry will benefit from an investment of up to CHF 500,000 (approx. USD 530,000) to help develop and scale up the initiative.

The investment may be a one-time grant or it may be awarded on a multi-year basis in increments.

### **Might there be more than one winner?**

The Creating Shared Value Advisory Board may decide to award the Prize to more than one, but a maximum of three, winners. The value of each Nestlé Prize for each Laureate would then depend on its various merits and needs and defined at the sole discretion of the Creating Shared Value Advisory Board. The total value for all Prize winners would not exceed CHF 500,000.

### **What are the criteria against which entries are judged?**

The Nestlé CSV Prize is awarded to the entry that best fulfils the following requirements, as determined by the Creating Shared Value Advisory Board:

- **Innovation:** Does the project represent an innovative approach to the problem it seeks to address?
- **Environmental sustainability:** Does the project apply environmentally sustainable practices?
- **Project results and impact:** Has the project demonstrated results on a pilot or small-scale?
- **Potential for scaling up and/or replication:** Is the project feasible on a broader scale and/or can it be replicated in other social, cultural or geographical settings?
- **Project financial viability:** Does the project have the potential to continue beyond the Nestlé Prize funding? Is it built on a sustainable business model?
- **Project organisational viability:** Do the project and its leaders have the capacity to incorporate and leverage an investment by Nestlé to develop the project and ensure its continued growth and viability?
- **Potential for Creating Shared Value:** Does the project exemplify the concept of Creating Shared Value?

The project will also be judged on its potential either in bringing improved nutrition to populations suffering from nutritional problems, improving the access to and management of water, or improving the lives of farmers and rural communities.

### **When is the Nestlé CSV Prize Laureate announced?**

The Nestlé CSV Prize is awarded every other year at the Nestlé Creating Shared Value Forum. The next Prize will be awarded in 2014.

**Important dates** for the nomination process are:

- **Nomination period:** 5 November 2012 – 31 March 2013
- **Review of nominations:** April – August 2013
- **Additional information may be requested from nominees:** September – October 2013
- **Public announcement of the Prize Laureate:** 2014 at the Creating Shared Value Forum

### **Who are the past Nestlé CSV Prize winners?**

- **2010 Prize Laureate:** iDE Cambodia won the inaugural Prize for their *Farm Business Advisors programme* (<http://www.ide-cambodia.org/fba/>).
- **2012 Prize Laureate:** Fundación Paraguaya de Cooperación y Desarrollo (Paraguay) won the Prize for their *Self-Sufficient Agricultural School model* (<http://www.fundacionparaguaya.org.py/>).
- **2012 Prize runner-up:** arcenciel (Lebanon) was selected as a runner-up for *Wataneh, the Lebanese Sustainable Agriculture Network initiative* ([www.wataneh.org](http://www.wataneh.org)).
- **2012 Prize runner-up:** Excellent Development (United Kingdom) was selected as a runner-up for their project *Pioneering sand dams for water and food security in sub-Saharan African drylands* ([www.excellent.org.uk](http://www.excellent.org.uk)).